

eNews Alert



May 30, 2012

Advertising Funding Available to Promote New Fix-up Fund Features

Minnesota Housing is excited to roll out new Fix-up Fund loan features on **June 4, 2012**. In order to support our lender partners and increase production with this roll out, we are making up to \$5,000 in advertising funds available to help each participating lender increase awareness of your Fix-up Fund loan services. To participate, please complete and return the [Advertising Support Application](#) by 5:00 p.m., Tuesday, June 12, 2012.

To help you get the word out quickly about the new program features, Minnesota Housing has created a sample radio script and created the following three print ad templates to choose from:

- [Fix-up Fund Radio Advertising Script](#)
- [Print Advertisement Version 1](#)
- [Print Advertisement Version 2](#)
- [Print Advertisement - Customized Lender Photo Ad](#)

Three Easy Steps!

1. Simply fill out the [Advertising Support Application](#) indicating which ad you would like to use and where you would like to place it (including a general coverage area), with a cost estimate (up to \$5,000);
2. Submit approved ad to your local paper or radio station. Since you know your local market, you choose which media outlet will work best for you and place the ad yourself;
3. Submit a reimbursement form with invoices and we'll reimburse you within 45 days.

In addition to the advertising templates mentioned above, new program material updated with new Fix-up Fund loan features is also available. Please submit a materials order form to get a new supply:

- [Fix-up Fund Program Brochure](#), which now features an insert for your business card
- [Fix-up Fund Program Reference Guide](#)

As a reminder, the new features that will become available with loan commitments on or after June 4, 2012 include:

- Increased lender fees
- Unsecured loans up to \$10,000
- Incentive interest rate for secured loans up to \$7,500 that finance basic energy conservation and accessibility improvements
- Removal of the prepayment penalty

[View more details on new features and program summary](#)

Questions?

Kathy Aanerud, 651-297-3121, kathy.aanerud@state.mn.us or
Cal Greening, 651-296-8843, cal.greening@state.mn.us

Minnesota Housing | 400 Sibley Street, Suite 300 | Saint Paul, MN 55101

